



THE SMART DOMAIN FOR MODERN BUSINESS



2020 marks the 4th anniversary of leading domain .Cloud. As we enter our 5th year, we want to thank and celebrate our successful partnerships with modern businesses all over the world. We also look ahead to the future where the cloud will play a vital role as it continues to transform business and enhance our everyday lives.

4 YEARS AND COUNTING



The next decade built on cloud

According to IDC FutureScape 2020 cloud is enabling businesses to continue to digitally transform.

By 2023 IDC predicts the global economy will finally reach "digital supremacy" with more than half of all GDP worldwide driven by products and services from digitally transformed enterprises. That same year IDC believes over 500 million digital apps and services will be developed and deployed using cloud-native approaches – the same total number of apps developed in the past 40 years.

So cloud is here to stay and the .Cloud Registry's mission remains to help customers create a strong identity and brand for their digital business initiatives through the use of a modern domain.

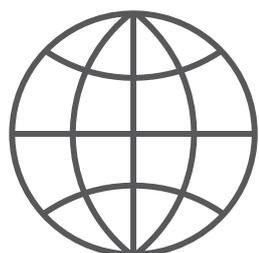


With the .cloud domain we can show our customers directly what the product we offer is. This makes the proposition clear, and with that brings significant brand value to the product.

Deity.cloud

Having a .cloud domain has helped enable RONIN to align with its strategic and marketing direction

RONIN.cloud



Global expansion

Today .Cloud is approaching 200,000 registrations from more than 180 countries.

In 2019 .Cloud launched in China's booming digital economy, appealing to digital businesses and start-ups. There are now **over 20,000 domain names registered in China.**

SMART CITIES BECOME A REALITY

The cloud also plays a pivotal role in shaping our cities of today and tomorrow. Today, approximately **55 per cent of the world's population lives in cities – and this is expected to reach 68 per cent by 2050**, according to the United Nations.

Six billion people will live in smart cities by 2045, and with the amount of data generated and collected by smart cities, having enough computing capacity powered by the cloud is vital to success.

The IMD, in partnership with SUTD, has ranked 102 cities worldwide for the Smart City Index 2019.

World's top 5 smartest cities

From how we work, live, and play the cloud is powering next-generation cities and is synonymous with innovation, modern technology, and the future of business.



Singapore

The city's Land Transit Authority (LTA) has designated the entirety of Western Singapore as the pilot area for autonomous vehicle testing with the area spanning over 1,000km.



Zurich

The city has a green energy goal of using only 2,000 watts per person by 2050, which is the globally recognized amount for a sustainable level of energy use.



Oslo

Known as the 'Eco-capital' of Europe, this city aims to cut emissions in 2020 by 36% and by an extraordinary 95% by 2030.



Geneva

The city's public transportation is world-leading, the Trolleybus Optimisation Sytème Alimentation (TOSA) is 100% electric with a carrying capacity of 10,000 passengers a daily.



Copenhagen

The City Data Exchange project is a platform that will enable the buying, selling and sharing of data between citizens, public institutions and private organisations. The city also aims to be 100% carbon-neutral by 2025.

2020: MODERN BUSINESS TAKES THE LEAD

As we look to the rest of 2020 and beyond – the evolution of cloud will define the future. Cloud will become ubiquitous, and modern businesses will lead us into a better connected and smarter world.



Our mission for .Cloud is to be a smart domain choice for modern business, as well as for any product, service, community or personal space that needs a digital presence.

As we head into our fifth year, we are so grateful for the support from our partners and we are excited to support more forward-thinking businesses and startups and digital transformation initiatives from over the world.

Mou Mukherjee, Head of Registry Services at .Cloud

